



WPTV

ORDER

Print Date 10/11/12

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Flight Dates **10/15/12-10/17/12**

Contract / Revision **314433 /**
Original Date / Revision
 10/11/12 10/11/12
Advertiser **Bogdanoff / Republican / Se**

Product
Ellyn Bogdanoff Campaign
Agency Com 15%
Billing Contact
919 Prince Street
Alexandria, VA 22314

Agency **McLaughlin & Associates**
Buying Contact

919 Prince Street
Alexandria, VA 22314

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **580**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WFGC	%
WFLX	%
WPBF	%
WPEC	%
WPPB	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	9	\$7,437.50	\$8,750.00	0.00
Totals	9	\$7,437.50	\$8,750.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/17/12	9	\$7,437.50	\$8,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/15/12	10/17/12	M-F 9-10a M-F 9-10a	CM	9-10a	1-----	:30	1	\$650.00	FX	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----			1		\$650.00		0.00				
N 2	WPTV	10/15/12	10/17/12	M-F 10-11a M-F 10-11a	CM	10-11a	--1----	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--1----			1		\$475.00		0.00				
N 3	WPTV	10/15/12	10/17/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	111----	:30	3	\$425.00	FX	0.00	NM	3	\$1,275.00



WPTV

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Contract / Revision **314433** Flight Dates **10/15/12-10/17/12**

Hiatus Dates

Original Date / Revision 10/11/12/ 10/11/12

Order Sep 00:20:00

Advertiser **Bogdanoff / Republican / S** Product **Ellyn Bogdanoff Campaign** Estimate # **580**

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 3	WPTV	10/15/12	10/17/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	111----	:30	3	\$425.00	FX	0.00 NM	3	\$1,275.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	111----					3	\$425.00		0.00			
N 4	WPTV	10/15/12	10/17/12	M-F 6-630p M-F 6-630p	CM	6-630p	111----	:30	3	\$1,800.00	FX	0.00 NM	3	\$5,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	111----					3	\$1,800.00		0.00			
N 5	WPTV	10/15/12	10/17/12	M-F 7-730p M-F 7-730p	CM	7-730p	-1-----	:30	1	\$950.00	FX	0.00 NM	1	\$950.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----					1	\$950.00		0.00			
													Totals	9	\$8,750.00